



***Report to the
Auburn City Council***
City Manager's Office

Action Item

Agenda Item No. **10**

[Signature]
City Manager's Approval

To: Mayor and City Council Members
From: Robert Richardson, City Manager
Prepared by: Amy M. Lind, Assistant City Clerk
Date: May 13, 2013
Subject: City Committee/ Commission Work Plan and Budget Requests

The Issue

Shall the City Council consider the work plans and budget requests from the established Committees and Commissions?

Conclusion and Recommendation

That the City Council considers the requests and provides budgetary direction to staff.

Background

During the annual budget process the City Council is responsible for establishing the working goals and budgetary requirements for the coming year. As part of this process the Council has the opportunity to hear the work plan and budgetary requests of each of the City's Committees and Commissions.

Tonight, each City Committee/ Commission will provide a brief presentation to the Council outlining their goals for the upcoming year and will be available for questions and discussion. Workplan/ Budget requests will come from:

Economic Development Commission
Arts Commission
Endurance Capital Committee
Technology Commission

Fiscal Impacts

Projected Resources for FY13/14

Carryover	\$20,000
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Requests

Economic Development Commission	\$25,000
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Arts Commission	\$22,000
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Endurance Capital Committee	\$3,100
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Technology Commission	N/A
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Total Requests:	\$50,100
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Attachments

Workplans/ Budgets for:

A) Economic Development Commission

B) Arts Commission

C) Endurance Capital Committee

D) Technology Commission



ATTACHMENT A

City of Auburn, California
Economic Development Commission
05/13/13

Purpose & Direction

Charter Mission Vision	Provide advice and counsel to the City Council on matters relating to the local business environment and economic base.
	Design and develop an economic development plan based on the needs and views of the business and residential community of Auburn.
Strategies	Improve the business environment and increase the economic base while preserving and enhancing the community's social, natural, and
	1 Promote the City of Auburn as a destination location with emphasis on lodging, food, recreation, entertainment and the arts.
	2 Encourage Placer County and City of Auburn residents, businesses and their employees, as well as, other consumers to do business
	3 Facilitate creating new jobs in the City of Auburn by promoting new business establishment and existing business growth.
	4 Champion providing business growth assistance to new and existing businesses operating in the City of Auburn.
	1 Review and make recommendations to the City Council on issues concerning economic development.
	2 Review and recommend approval of funding and in-kind requests (a) from the Chamber of Commerce, Downtown Business Association, Old Town Auburn Business Association, Auburn Town Center Association and all other business/non-profit associations.
	3 Submit an annual budgeted work plan in May of each year for approval by the City Council.

013 - 2014 Work Plan & Budget Request

Priority	Project Name	Project Description	Strategic Objective	Planned Deliverables	Timing	Budget Request	Project Lead	Collaborators
Complete Current Projects	Airport Business Development	Continue to attract new occupants and assist with current business growth	Link to Strategic Objectives #3 & #4	Overall Marketing Campaign	1H 2014	\$6,000	Bridget Powers	Auburn Airport Association Auburn Airport Park Association 5AC Bud Richardson Teri Tait-Watson
				Marketing to an Anchor Tenant	2H13	\$1,000		
				Available Commercial Properties Brochure	1H14	\$1,000		
				Commercial Brokers Reception	2H13	\$500		
				Top 100 Business Owner Campaign	TBD	\$1,500		
				Airport Marketing Campaign	1H14	\$1,500		
Complete Current Projects	Auburn Endurance Capitol	Copyright the "claim"	Link to Strategic Objective #1	AABPA Website Improvements	2H13	\$1,500	Bob Richardson	Monti Reynolds Michael
				City Auburn, CA legally owns the rights to "Endurance Capitol of the World"	2H 2013	\$3,000		
Create New Auburn Business Attractions	Recruit Name Brand Hotel	Hotel Recruitment	Link to Strategic Objective #1	"Hotel-of-Choice" commits to building a hotel in Auburn, CA	TBD	\$1,000	Bridget Powers	Bob Richardson Keith Nesbitt
Create New Auburn Business Attractions	River Float	Opening the American River to Weekend River Floats from the Confluence to the Dam outlet	Link to Strategic Objectives #1 & #2	Overall Marketing Campaign Cable Television Ads Advertising Collateral Shuttle co-advertising Video Promotion	2H 2013 TBD TBD TBD TBD	\$7,000 \$6,000 \$1,000 tbd "in-kind"	Harvey Roper	Gary Capps Bob Richardson Randy Wagner Rest of the EDC Monti Reynolds
Create New Auburn Business Attractions	Crazy Man	Outdoor destination "theme"	Link to Strategic Objectives #1 & #2	Overall Marketing Campaign 1st Place Chef Prize Marketing Collateral Placer Grown Co-Advertising Saturday Evening Downtown & City Square outdoor dinner and entertainment	1H 2014 TBD TBD TBD	\$5,000 \$1,000 \$2,000 \$2,000	Keith Nesbitt	Local Organizing Committee
Create New Auburn Business Attractions	Dinner Theatre	Downtown "outdoor" Theatre and classy dinner event	Link to Strategic Objectives #1 & #2		2H 2014	\$3,000	Gary Capps	Keith Nesbitt Randy Wagner
total						\$25,000		



ATTACHMENT B

AUBURN ARTS COMMISSION
Budget Request for the 2013 -2014 fiscal year

Art Walk Musical Venues

4 Art Walk
\$1000 each Art Walk for musicians at
3 or 4 various locations \$ 4000.00

Auburn Arts in the Park (Second Annual)

Program Expanded from 2012 event \$ 2000.00
Plein Air Art Contest \$ 500.00

Mural Maintenance

Repair, refurbish or reseal
existing murals \$ 1000.00

Future Mural Projects

Program expansion for Murals in new locations throughout Auburn,
per Streetscape recommendations. Goal at this time is a large
Mural by a student artist with community assistance of a small
Mural by a professional mural artist.
\$2000 carry over from 2012- \$ 2500.00

Operation of Art Gallery

Maintenance and operation of the City Hall Art Gallery. Providing
and replacing of hanging and mounting materials plus signage for
the various displays. \$ 500.00

Public Art Catalog

To Pay for hosting of a website, domain name, photography
Necessary for new items added to the City rosters.
Printing for Necessary updating of the
Public Art Catalog brochure \$ 500.00

Summer Juried Art Contest

Art Contest Similar to the Mountain Quarries Railroad Bridge
contest held last year. Estimating an offsetting income of \$300
from entry fees. Allowing slightly larger prizes. \$ 500.00

Winter Juried Art Contest

Art Contest Similar to the "Auburn in Winter" held in 2012.
Subject to be determined at a later date. Estimating an
offsetting income of \$300 from entry fees.
Allowing slightly larger prizes. \$ 500.00

Total budget request **\$12,000.00**

The Forgotten Soldier Program

We would also like to request that an additional amount be set aside as part of a
carry over budget item for future use by the Arts Commission dedicated to
supplementing the cost painting of a mural on the wall of the Wave
Communication Building that would be part of the Green Thumbs & Boots,
Veterans & Community Garden. This amount, if not this year, would be carried
forward to be used at such a time as the mural is completed

\$10,000.00

Future Plans:

Again this year, we are lucky to have an Arts Commission that is continuing its enthusiasm for public art throughout the City. The Commission has performed a visual survey of the public art pieces in the City and cataloged the findings. We are in the process of updating the Public Art Catalog in general and at the same time recommending repairing, refurbishing, resealing or replacing of the individual pieces. In the 2013-2014 fiscal year are again in the process of seeking out artists to who would like to add to the City's mural collection. Since we have the cataloged needs of the City's murals and statues, we are still in the process seeking artists that would be able to repair some of the murals that were designated as needing some repairs.

We put on 2 Juried Art Contests, one for the "Auburn in Winter" and one for "Historical Auburn". They were both very successful; we had about 40 entries for each contest. A special thanks to the Council members that acted as judges for the shows. We hope to continue this tradition with our juried show for this year.

We also held a show of children's art from students at various schools in the area. It was also very successful and drew many interesting comments from the viewers. It gave the children involved a chance to see their work actually displayed in a gallery show.

We are also continuing to look into the Art Loaner Program to generate more sculpture pieces place around the City. Hopefully we can find some loaner pieces to fill the pedestals in Central Square.

This being the Second Annual Auburn Arts in the Park event, we are hoping that it will be an expansion of last year's event, with more artists, musicians and actors. You are all invited to attend the event on May 18th, from 11:00am to 5:00 pm. This year we are adding a "Plein Air" art contest to the event. This will entail artist doing live painting capturing the atmosphere of the Auburn Farmer's Market in the morning and the paintings being judged at the Auburn Arts in the Park event in the afternoon. We are also having a "Before I Die" wall as a public art project. This will be a three sided structure where participants will use colored chalk to complete the sentence "Before I die, I want to_____". These projects are currently being done worldwide, usually as a wall, with some interesting results. See <http://beforeidie.cc>. Our goal is still that of producing an annual event that keeps growing and drawing more artists from the Auburn sphere of influence.

All in all it is the goal of the Arts Commission, with all the varied projects, to promote the Arts in Auburn in general and to generate more interest in the appearance and atmosphere of the City

Thank you for your support.

The Auburn Arts Commission.



ATTACHMENT C

Auburn Endurance Capital Committee Work Plan/Budget: 2013-2014	
Bring back the Auburn Endurance Challenge in collaboration with ARD	\$1,000 for awards
<ul style="list-style-type: none"> Working with ARD to administer the program Hugely successful program in the three years it was held and worth resurrecting. Talks are in progress with ARD's Sheryl Petersen who hope to launch the program in late September. 	
AECW Website	\$600 annual fee for maintenance
<ul style="list-style-type: none"> Connected directly to other work plan items (trail etiquette event organizers informational pamphlets) Provides enhanced AECW visibility and a service to the community with calendars, maps and other information related to area events and news. 	
Trail Etiquette Pamphlet: will be available on line and created by volunteers	\$0
Trail usage "on-off" days agreement with State Parks	\$0
<ul style="list-style-type: none"> Jim Northey has data about this from other areas. Jim also has signs already made that he is willing to donate. Will plan to hold meetings with State Park rangers about this (John Brandt) ECC has access to Bike Auburn funds, but hopes not to need them. 	
Event Support: Create a pamphlet to assist event organizers with putting on events in Auburn.	\$0
<ul style="list-style-type: none"> Would include contact information for city/state officials & department heads. Timeline & tips Available online. 	
Marketing	\$1500
<ul style="list-style-type: none"> Hats, t-shirts, visors with the Endurance Capital logo, to be sold at select businesses who would receive a small profit from each item purchased. Increases visibility of Endurance Capital theme. 	
Total Funds Requested	\$3,100



ATTACHMENT D



Memorandum

City of Auburn Technology Commission

To: Mayor and City Council Members
From: Rich Owens, Technology Chair
Date: May 13, 2013
Subject: Commission Review

TECHNOLOGY COMMISSION

Accomplishments for the year

Replaced the City's phone system
Upgraded internet connectivity to 3 city locations
Added a new member to the Commission
Started investigation into the use of "HOT SPOT" technology for fire services
Looked at the feasibility of a new Emergency Operations Center
Fulfilled all items designated by our charter

Proposed Work Items for Next Year

Upgrade recording and presentation technology in council chambers
Optimize use of new phone system
Oversee removal of old phone system
Evaluate the health of the City's overall network and recommend as appropriate
Provide HOT SPOT technology if indicated
Establish technological and economic feasibility for a new Emergency Operations Center

Budget Request

Budget will be on a project by project basis. We don't anticipate needing funds for Commission operations.